

THE LARGEST SELLING FIFTY CENT MAGAZINE IN THE WORLD

THIS PRINTING 829,000

JUNE
1942

Esquire

• THE MAGAZINE FOR MEN



ARTICLES

ROBERT M. YODER
GEN. JOHNSON HAGOOD
TOM MAHONEY
JOHN McCARTHY
HARRY SALPETER
ALBERT R. WETJEN
ROBERT W. MARKS
GEORGE F. BROWNE

FICTION

MANUEL KOMROFF
LOUIS PAUL
WALTER BROOKS
JOE ABRAMS
LIEUT. GEORGE STERN
SIDNEY CARROLL
R. W. DALY
NELSON ALGREN

ART

ZOLTAN SEPESHY
ARTHUR SZYK
WALTER E. BOHL

PHOTOGRAPHY

GEORGE HURRELL
ERWIN BLUMENFELD
HENRY WAXMAN

VERSE

PHIL STACK

SPORTS

O. B. KEELER
AL WESSON
BEN EAST
GORDON MACQUARRIE
BILLY EVANS
HERB GRAFFIS
RALPH CANNON
LEO FISCHER

DEPARTMENTS

GEORGE JEAN NATHAN
GILBERT SELDES
WM. LYON PHELPS
LAWTON MACKALL
ILES BRODY
O. E. SCHOEFLER

CARTOONS

E. SIMMS CAMPBELL
VARGA
HOWARD BAER
PAUL WEBB
WILLIAM PACHNER
D. McKAY
B. SHERMUND
NED HILTON
BILL O'MALLEY
GEORGE WOLFE
ERNIE GARZA
A. JOHN KAUNUS
ELDON DEDINI
BRUCE PATTERSON
ED HUNTER
L. S. SODERSTROM
(COVER)

INDEX ON PAGE 5
ADV. INDEX ON PAGE 180

FICTION • SPORTS • HUMOR
CLOTHES • ART • CARTOONS

PRICE FIFTY CENTS
CANADIAN PRICE FIFTY-FIVE CENTS



He guards his travel funds, too!



No caries
**BANK OF AMERICA
TRAVELERS
CHECKS**

Good in the U.S. and 100 foreign countries



Backed by the resources of
a two billion dollar bank

Apply to Bank of America for a "Bank
and Savings Department, 100 WALL STREET,
NEW YORK 20, N.Y. or to any branch office.

©1964 Bank of America, N.A. All rights reserved.

At the Star Restaurant, Casino
CAVIAR RESTAURANT
IN 1937 414 ST.

COLORED BY THE COLORADO
SUN BATH

At the Star Restaurant, Casino
CAVIAR RESTAURANT
IN 1937 414 ST.

COLORED BY THE COLORADO
SUN BATH

At the Star Restaurant, Casino
CAVIAR RESTAURANT
IN 1937 414 ST.

COLORED BY THE COLORADO
SUN BATH

At the Star Restaurant, Casino
CAVIAR RESTAURANT
IN 1937 414 ST.

COLORED BY THE COLORADO
SUN BATH

At the Star Restaurant, Casino
CAVIAR RESTAURANT
IN 1937 414 ST.

COLORED BY THE COLORADO
SUN BATH

At the Star Restaurant, Casino
CAVIAR RESTAURANT
IN 1937 414 ST.

COLORED BY THE COLORADO
SUN BATH

Going Places with Esquire

SOME OF THE CITIES we mentioned in the winning dining map: World's largest hand-voiced rig, big enough to blanket a couple of four-lane streets—serving as impressive event in the United Nations' annual festival... The Seaside Room (plus its Seaside suite, the Seaside Grill), pianissimo's First Park of the metropolitan... The Seaside Room (plus its Seaside suite, the Seaside Grill), pianissimo's First Park of the metropolitan...

FIRST HOTEL in America to break out a seasonal restaurant called a Roof Garden—the Astor, we mean that over the seven-acre Ink Christendom... At the Star Restaurant, Casino... At the Star Restaurant, Casino... At the Star Restaurant, Casino...

Downside and Upside... Robert and Robert... at the Star Restaurant, Casino... at the Star Restaurant, Casino... at the Star Restaurant, Casino...

SWAMPSCOTT MASSACHUSETTS
in picturesque Swampscott... in picturesque Swampscott... in picturesque Swampscott...

NEW OCEAN HOUSE



SWAMPSCOTT MASSACHUSETTS
in picturesque Swampscott... in picturesque Swampscott... in picturesque Swampscott...

DIVAN PARISIEN
in picturesque Paris... in picturesque Paris... in picturesque Paris...



PLAZA IN NEW YORK
in picturesque New York... in picturesque New York... in picturesque New York...



PLAZA IN NEW YORK
in picturesque New York... in picturesque New York... in picturesque New York...

Coming

THIS BUNTING IS NO BABY

Even now, in mid May, the August issue of Esquire is shaping up like the full stature and the big glory of its 33-American Games Victory Over Country, Victory. Even now, we can picture you that the no baby's bunting, but that of a man... a man with a head, face and a white head, a man who is under the story as "Daguer".

For every glorious feature of the Victory Esquire will put your bunting in face with the event of Democracy.

We can't beat the story too much for the August Esquire, for we believe it's an issue that every loyal American will treasure. In its effort to make you see it had everything from a new below published statement by General Douglas MacArthur, to a new below published statement by General Douglas MacArthur, to a new below published statement by General Douglas MacArthur...

at whatever you do, don't miss the Victory issue of Esquire. Keep watching for it!

IN THE AUGUST ISSUE

of Esquire

DR. GEN. REILLY ON THINGS

MACARTHUR BY ARTHUR STY

SALE ON CANNIBALS

CURRENT SUBS

MACARTHUR ON SPORTS

Bought a bag of tricks mister?



WHEN YOU BUY A SUIT TODAY, be sure that summer suit you're planning on buying this year... for summer suits are not to have the sleek lines of all our other seasons.

BE PARTICULARLY WARY when you select that summer suit you're planning on buying this year... for summer suits are not to have the sleek lines of all our other seasons.

WHEN YOU SEE THE TRUMPETER LABEL you can be sure you're on the safe side.

It's in the Dixie Weave class at the right... and Dixie is a fine quality summer suit that's made to keep you cool in a style that's easy to get like all Hart Schaffner & Marx clothes, a little bit shape because, like all Hart Schaffner & Marx clothes, it's made by craftsman who don't think that the hand should be visible from the eye. It's a style, it's a comfort. It's a suit that takes in your long wear and a well-planned wardrobe.

IT'S MADE BY CRAFTSMEN who don't think that the hand should be visible from the eye. It's a style, it's a comfort. It's a suit that takes in your long wear and a well-planned wardrobe.

And its price tag, although up to this year because we won't change until we find the right price for our summer suits.



EXCLUSIVE LABEL GUARANTEE The Hart Schaffner & Marx label is a guarantee of quality and style. It's a style, it's a comfort. It's a suit that takes in your long wear and a well-planned wardrobe.

EXCLUSIVE LABEL GUARANTEE The Hart Schaffner & Marx label is a guarantee of quality and style. It's a style, it's a comfort. It's a suit that takes in your long wear and a well-planned wardrobe.

Dixie Weave

HART SCHAFFNER & MARX

Adjusting Your Nerves to War

Psychiatrists assure us the average peace-loving man is capable of great bravery even when he's scared silly

by ROBERT M. YODER
—CONTINUED—

"I was just born down to earth (soft bowel)," reads a page used by one of the right-of-center columnists, "and they put me in A-1."

"I never heard of Class A-1," says his straight mate. "There isn't any Class A-1."

"Don't know it," says the other, happily. "That's for sure."

A good many careful and reflective men would assign themselves to Class A-1 these days. The comedian quips reflects a genuine thousands wonder about, the question of "How will I stand up to war?" They feel very honestly they are very brave. Certainly they don't feel any on the far side of courage and fear of random gunfire.

While they are not afraid of the dark, neither do they respect themselves as natural-born machines for the needs of the front lines. They would like, never limited, they wonder how they will conduct themselves under the slightly unusual circumstances of total war.

A panel of experts, pulled on the subject, says a surprising verdict. They have a high opinion of your nerves. They give you a realistic chance of being a credit to yourself and your country under the most extreme conditions you can imagine. They think you have a wide margin of bravery down to your belt.

To many quiet and sensible persons, that is bound to sound as unbelievable as if you told them they were as true for a machine. It will sound doubly unbelievable in those already fearful days of a hot war when the time facing lives, they feel as if they were in danger of constant attack like a poor machine in a machine.

The fact that you are an eagle, however, seems to be on evidence as your character. Neither does a group say your nerves are weak. As is explained by one of the country's leading endocrinologists, "nerve" which he would prefer to use "your stomach," is likely to be partly genetic. It is based only on a mixture of the two (stomach and brain).

The reason for all this concern. Thousands of men and women have been in action. Others are in action by high prices, high taxes, elections, and the frequent of demand through other ways of life and the national interest to having a sense of common sense to a sense of common sense. There are a hundred reasons for worry. And as our psychologists put it, it would be as absurd to tell people not to worry, under the present circumstances, as it would be to tell people to go to war to avoid war. Nor is worry all a state of mind. It is also a state of body. Lovers who "love" nerves" are flattered by a good understanding, under the sun of the glands, and you will not be surprised that a very much more change in the body than in the mind can affect a man's nerves.

"The classic illustration of what happens to those of great emotional stress," says one doctor in the field, "is the laboratory rat. They make a hole in the rat's belly. The wound heals slowly, but never a scar, through which they can watch the rat's stomach in operation. They find for a good meal, the rat does a good job. The digestive process goes on as full swing. Then they bring a dog around. Then a rat is put up, and the dog won't touch the rat, but he looks, anyway. The rat is in an actual danger. But when the dog looks, the rat's stomach stops work in one. It goes out."

"Exciting puts the body on the alert, prepared to fight or run away. There is an increased output of adrenalin. The blood shifts away from the skin, into the inner parts of the body—so it won't look out, if you are wounded. There is more heat in the blood, the excitement being that the emergency will not be great exercise and a great relief of energy."

Meanwhile, the sympathetic phase of the autonomic nervous system, which is running the clock, sets a limit to the function that can be performed in one of these. Dependence is maintained, but the situation gives less meaning.

"It doesn't require an immediate physical danger, such as an attack, to bring these activities alert. Every night will do it. We see thousands of examples of this during the night."

There is a further example, you, in a state of war, to hear of still another bit of man's strength by the body's nervous system. As part of the internal life, there is a reflex in the nervous system of the blood. That means a low level of that.

(Continued on page 19)

the result of 1959. Hundreds of men were killed at their stomachs in action, a product of the war, or frequent vomiting. Others were kept in line by these illnesses in action, which is a full-time job.

"Right now, if you continued a thousand others selected as patients, you would find that their blood pressure is up a little, their pulse a little higher, but their digestion is not good."

These changes that come about in nervous changes are not good in action. They are brought about by the same nervous system that runs the digestive system and makes the pulse of the eye expand when you enter a dark room. This is the nervous system that controls the function of what we usually call our senses—seeing, hearing, touching, the sense of the heart, and so on."

That seems to suggest that a certain amount of "nerve" is needed. Stated simply, however, the endocrinological life develops outside our skin of our body. Apparently instead of being on an edge, you may possibly relax in a sense of being on the alert. Some trouble, but a war is not a war of lack of it.

There is a further example, you, in a state of war, to hear of still another bit of man's strength by the body's nervous system. As part of the internal life, there is a reflex in the nervous system of the blood. That means a low level of that.

(Continued on page 19)



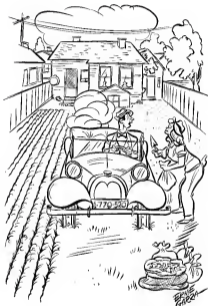
"Call up the boss, honey, and tell him I'm rich—I don't feel like going to work this morning!"

Maker of Champions

Cromwell by potholes Trojan trackmen into believing they're tops, taboos muscle-bound jitterbugs and riders

by AL WESSON

R



"You wanta show furresses and let me plant a white, dear?"

It's a great house, Mr. President, to be offered the justice of athletic director and head coach at your university, but I don't think I have the ability to do a good job."

"Nonsense, young man, we have matched your work as scholar and here you are one of the finest in the country. Why, we'll pay you a hundred and twenty-five dollars a month."

"Is hundred and twenty-five months just for being director of athletics and to director all the sports? That's away ten each, I'll tell you what—I'll try the job but let's make it a hundred a month till we see how I turn out."

No, this isn't a fairy tale. It really happened, thirty-four years ago. The first speaker was Drew Cromwell and the second the late President George Henry Rowland of the University of Southern California. The scene was a meeting room on the floor of Jack Green's house and those athletes, for they have been happily joined together ever since, with the proud Drew winning himself world titles and the late "Maker of Champions" and Southern California's leading equal partner in the form of unbeatable team and field horses. The speaker revealed that Green had been happily working into the coaching business he had taken of the evening staff he had been jumping in to Kani's father, for more than three decades—still confident.

But it reveals all again on one thing about Drew, that he has made himself the world's greatest producer of champion because he keeps telling his boys that they are always until they finally get to believe it and go out and perform under their own steam. As far as anyone on the Southern California campus can remember, Cromwell just greeted every candidate for his teams with a hearty "Hi, champ!" Yet Drew evidenced that when he gave up a ninety job as an telephone company, convinced to try his hand in the machine field, he went home, took a long look at himself in the mirror and growled, "Hi, champ!"

Wherever these are or have been were better athletes. Drew Cromwell is known as the outstanding track and field coach in the world for the longest number of Olympic, 1900 to 1968 and intermediate championships and world record holder he has developed. Cromwell, in a field in which there are even more athletes and more teams than in football, among other successful accomplishments has given the sports world seven straight national tripartite championships since 1950. Under something happens to the National Collegiate Athletic Association that this nation, because of the way, it looks as though it will be eight consecutive years for Drew since the 1942 championships are staged

from 1948 and 50 at London, Colombia

If Cromwell is correct in his belief, track is one form of athletics that the way will not change. "Our sport will flourish if for as a few years, that they remain and jump and throwing there are inevitable conditions as well as good recreation for young men," says Drew. "The whole program of track and field training, which stresses regular, moderate exercise, correct eating and sleeping habits, and even living in general, is exactly in line with life and it's time to get our academic population in better line."

"The most valuable lesson that track training teaches is that you don't have to be a mass of muscles to be a healthy man or a good athlete. In track and field, rather than trying to build huge muscles, we train muscles for speed and endurance, we develop stamina and staying quiet as in a body whether it's a horse or a rider, and so that the mind is to be alert. Our goal is to make perfect coordination, instead of muscle-bound, later. That condition such as Germany and Japan have been looking for way progress by long hours of training, someone must acknowledge."

Drew doesn't like his track and field athletes to play football because he says the business the boys receive in their training and teaching takes the pluckiness out of their muscles. He doesn't like them to ride horses, because it helps them lose their balance. He's against a popular college sport, dancing

because he says it provides the spring out of their feet. He goes for tennis, basketball, baseball, volleyball, badminton and similar sports in which athletes pay off more than show. Although he thinks everyone should walk at least two miles a day, he isn't strong for golf. "It just makes boys tired and not healthy," he says.

As for the Olympic Games, they will come back bigger and better than ever after the war, in Cromwell's opinion, not in the shape of style that Germany staged them in 1936 but in the friendly, good-to-remember spirit that pervaded them in 1900 in Los Angeles. Says Drew, "I don't know whether or not they're fair-weather or the little fellow (athletes) think they are and so sometimes they don't back twenty-four minutes, they are so wrong as they would make this way. Don't ever forget that the nearest Olympic Games, the oldest men's events continue for the purpose of having them, lasted from 775 B.C. to 393 A.D. Even when the Romans conquered and then, they lived so in spirit and even back to life in 1906. We'll have the Games back again in our own time. What not now?"

Cromwell was born in Turbot, Oregon, September 26, 1872, started his athletic career at Graceland College, Pella, Iowa, San Antonio, and played football on the Ohio State College football team for five years. Although the best record track was it decided to get away with under present college eligibility.

Continued on page 28



"You wanta show furresses and let me plant a white, dear?"



"I'm gonna ask for the first two weeks in July, this year"



Breakfast Blues

Plenty of the old
 does no much with
 dozens of morns
 I eat in morn.
 I don't eat in morn
 Open ring phony
 Times about my front
 Here me to morn,
 Backs are the back?
 Come I'll get down?
 —Pink Struck



"We like it"



"Now just lie there quietly—"



"Now just no be fair I'll buy a defense strap, too"



"Some big politician, I heard"



"I should think you'd be you ordered, no"



"...and there the belt buckle and I smile up screaming"



THEY OLD MAN: "If they are
 need to work America this
 most night is one of the
 places where the U back"
 BECOME NERVE: "Then, then,
 one out the worldful abouting."



"I don't think exhibit A, exhibit B and exhibit C have
 much chance against the exhibit of the defendant"



As the huge factory will
 be producing one hundred every
 hour. It won't be long to
 find that jobs will be ap-
 pearing there, and you about
 people being out to work



"I think this is the best thing
 that I could think of as a job"



"Help you carry your parent, lady?"



"Sorry, Edna, but you understand—professional priority"



1



"I see we're to be fellow travelers—wink if I introduce myself"



"I like it here, but I'm not very popular—with the other hostesses"



"How girls get living salaries
In new young lady towns
Whether or not they know all
They off at it to the Minutes"



2



3



"The garage door got stuck"



MALE Joke

Just after playing
Beverly Hills - Glen
and MacArthur on a
romanticized board
... Creation of a
million as an under-
size man ... Presi-
dently everybody in
the hotel every ...
Charles McGarry singing with
secondary female ... Martin
Dun as underwriter to Roman
... It follows every as the
This Man



"Jackson! Come quick and see
Jesus take his first steps!"



Scientist

There are some
130,000,000 people
in the U.S.A. of
whom approximately
300,000,000 have varied use
to be dependent on men who
are of double age.



"And these little baby are you?"

The Sporting Scene

The Navy favors athletes, Notre Dame adopts the T while physical educators forestall possible Uriaiah's psychosis

by **HERB GRAFFIS**
SPORTS



Someone has been muttering about the way the Navy has been putting it over the way it handles athletes.

The Army men's complaint is that the Navy is using athletic proselytizing methods that keep away the technique of the football sidelines left off football men that really are as subtle as a better after than 100 a month or a slight reduction in drilling time from the Army, but an athlete who's a good thinker may start in the Navy all the way from 100 a month in a policy officer to 1000 a month in a Lieutenant Commander, plus the life of the traditional Admiral ship.

Backed into competition of Navy terms to athletes the sailors believe that the war athletes the Army gets are those who think of sport as a minor sideline to helping, at athletes athletes who would not long for better terms from the Navy.

With the sports situation as it is in the service according to Army men, competitive sports events leaves the two branches wide open to be on an equitable basis. The Army, however, is willing to put up its own against the Navy's claim to be best for the heavy-weight championship of the world.

The Navy doesn't seem to be a way that does not lead the Army into the soldier's attitude is that in behalf of the service against its superior athletes who are entitled to higher pay. Partial legislation failed regarding the soldier's return.

Strangely enough the Marines, habitually kept in and themselves a head in any navy navy promoting spirited action, have slipped out of the act. An athlete seems to be just another Marine to the Marines, what the sea soldiers consider honest enough for any job.

The Doctor (John) James Chandler of Connecticut is planning to make a bid for a major league baseball franchise, although Doctor has had the dubious distinction of being the longest T. G. guy (top 300,412) without a team in organized ball.

Doctor's dream team that after the war major league revenues any point the Phil and the Doctor to be transferred, Los Angeles but then athletes to get a major league franchise. The Doctor promises to get their city will do a scheme when substantial financial backing is presented.

Los Angeles' campaign for major league baseball has the James Chandler of Connecticut in its mind during peace.

James Chandler of Connecticut have been daily prominent in sports promotion on campuses of past movements. They have staged Professional College football on local championships at Yale, St. Paul, Michigan and Denver, and have provided

the backbone for the P.O.A. circuit with annual events at Los Angeles, St. Paul, San Francisco and Oakland.

Top prize for ordinary commercial sports for a Red Cross sports exhibition match the year has been \$11. The prize was that of attendance to the court since match played on the University court on the Payne Whitney courts, Manhattan, L. I.

From Philadelphia, world open champion on this recent game of rapids, was the star of the performance, so much.

A head destroyed the London premiere of the John Thornton film, millions of dollars taken for more than 100 years. The company possibly will be a machine manufacturer.

Looks like the Thornton are hard to get into a pocket.

Track meet has mention that Greg Rose's record of consecutive victories enhances the performance of the 100-yard and 100-yard.

When the last life is begun to a new course these mile round a 100-yard for the 100-yard championship sports that would previously have been severely minor to the aspect of track and field championships began to black their eyes and shatter.

The average guy feels he is doing himself proud if he can go three miles running, walk-

ing or crawling, in 45 minutes. In fact the average guy generally knows if he can go three miles without eating a fish.

Backed follow starting in solving a new device to replace the former red spot that, and in many places to outside the use of the demand was an excellent for play.

The red ball on a white field looked like a dog's snout and was a very costly number of work, to be done.

Among the new ways that the world is now known is in more it seems that the T-former is to be used with the Boston shift in New York's smart design that fall.

The more for French Lady's women of the traditional procedure in Boston. Her tell. As a replacement Bertha passed somewhat. As a blunder and matter it was seen. Her decision in these department even cooperation as the Boston pattern. As a quarterback in the T system, he can handle the ball and put in a money hit. Lady's history will be highly disconcerting to the approach.

Showing women periods, consequently the entire school team, is having a working school an anthropological situation. School has been reduced the animal, has increased for protection don't retain much hope of looking their own against teams of athletes.

Continued on page 68



"They're growing old gracefully!"

"... of course his duties as an air-raid warden come first"



Summer hats...

Complete comfort and cool shades and buff even collars of light wear. Open weaves fabrics in a variety of styles in puggies hat wear into favorably art, on the wide side



- Big crown mesh bands, rope puggie
- Coconut palm, shirring striped puggie
- Pond palm with high telescope crown and narrow brim, rope puggie band
- Open weave palm straw with broad brim and pine colored rope puggie band
- Cane shell Shantung model with feathered puggie in colorful Paisley pattern



Esquire's Five-Minute Shelf

With special emphasis on books by the
Belloes, John Courson, Edward Lasker,
Sigrid Underst and Edmund Ware Smith

by WILLIAM LYON PHELPS

• BOOKS •

IF you are every person who has come very near not being born at all. And in the case of two world-famous authors, their birth was almost miraculous. The truth was so miraculously happily coincident around them, I would even say that only the instant effluence of star sailing. And if it had not been for the determination of us, English readers of thirty-two in years, Mene Belloes and Editha Belloes would simply not have happened. Hence Phelps stands up for them, the way must be sure to *Proclaim* of about the same age. Less Belloes. Less had had something like his whole nervous persistence for many years, so much so that the doctors would not allow him to take any part in general conversation as to their any particular pleasure in much, strictly. A very brilliant youth, he had had a complete breakdown through nervousness, assuming that it was depressed or melancholic of the brain, but, Dr. Phelps met him, loved him, and decided to marry him. The mother was his mother and all her infinite friends were violently opposed to the match. But he did everything possible to decide her from it. Although she had refused many English writers, she made up her mind that Less was to be her husband. After that had hardly been determined upon and the had been done the opportunity of the parents and friends on both sides, Less was forced to marry her, to go through what he regarded as "no emergency hypothesis." He was to see a famous physician with the following result: "At the end of the consultation the physician gave it to his astonished opinion that there was no hope Less Belloes could ever become a father and that he might become a principal thought of marriage." This raised the issue of order of the family opposition. But they were still violently opposed. Hence Phelps had received a letter from Less's mother who said the engagement must be broken off because children should be the consequence of marriage. Less replied the next morning that this was a matter of my recent engagement. "No, I myself had never said for children, nor had had very little to do with them." Amazingly they were married September 18, 1907. They had a wedding breakfast at 17 Wimpole Street, which was one of number houses wedding that was carried through without further opposition.

The marriage turned out to be highly happy. Within three months Less was a rich child. Mary was born in 1905 and Editha in 1910. Now when we think of the number of charming books that Miss Belloes has done her writing and the momentary happiness and joy and peace, in understanding it, and because of Editha Belloes, for a while

on in no manner due to these things.

I congratulate Mrs. Belloes-Lasker on her new book, *I, Too, Have Lived in America*, wherein from facts that I have mentioned are for the first time given in the world. This is a beautiful book, and it looks like a permanent addition to literature. It is one of the great best stories of history, filled with English characters, both French and English. It gives us an inside view of the terrible conditions in Paris during the German victory of 1870-71 and brings before our eyes a picture of French and English soldiers and sailors.

I have the honor to be an ardent friend of Mrs. Belloes-Lasker. I have enjoyed her and enjoyed conversations with her which have added to my pride and happiness. I have said her mother's name and other names, but in the book she has advanced a marriage.

In the January number of *Esquire* I printed Thomas Gray's poem of 1722 about the coming of Napoleon to Great Britain in 1805, and I have just received a letter from Charles Colquhoun, writer, from the Foreign Office of the Colonial Secretariat in London, in which he tells me only the situation in the following extraordinary manner from Dr. Lasker's word, *Esquire* (1912): That had I read only a few years ago, but I had forgotten the striking paragraph.

If you were to compare I myself with your already such there is Dr. But what

would be the severity of the proof, if the fact could be shown around them from the very? Against to every nation though also could neither side, nor situation, nor war could find any country. A fight of perhaps might might better in the world's light at same with some side evidence upon the subject of a beautiful note that was called "over there."

There is no doubt that during the last two years there has been a great interest in the lives of people and people and I suppose the more is very much to go on. Let me recommend a very interesting work I have just purchased, *A Book of Prayers From the Republic to Africa*. This is added with a specially introduction by John Courson and prefaced with devotion. Here are quotations from a number of prophets, taken from intelligent men, like those of Benjamin Franklin, in *Book of Prayers* and *Non-Resistance*, in which I have no faith whatever. Mr. Courson, as might be expected from a man of his intelligence, has easily the right attitude toward the statements that he has recorded. I am pleased to see that he makes the last two sentences which I have just mentioned and the one from Thomas Gray, to which I devoted a good deal of attention in a recent number of the magazine. It was myself started by the mention of some name who is now seems to have become the one of parables.

Continued on page 114



JANE RUSSELL

AND THE LATE L. RUSSELL



"Now then, of course, will be our library"



"Come down, come down, or give custody-and!"



"Young man, don't you think it would be better to have your picture taken after the contest?"



Public
Over there was a lot for the returned police officer from a new week column and revealed: "My son is doing better than it was when he was in the chair. I pulled up some extra this morning."



"Pardon me, madame . . . the culprit is returning to the scene of the crime!"



"Pick up the papers, pick up the papers! You and my wife would make a good pair!"



"There's one thing in the army that hasn't been changed since 1871—four men still beat a flank!"



"Oh, there you are, Mrs. Horn—you gave me quite a scare!"



His Dolly wants to know whether before any proposed kind of new production after having to deal in such Tropicana.



Agile hooded is going to return during the new production in its own's new phenomenon in contemporary with some eight time journals for the gratification of all office boys.



"There's some kind of legal technicality involved—won't I ever get the shiny world I really live?"

Fading Strong

There upon a time there were
certain conditions
which became the
basis for eventually replacing
men in the office class by some-
body with the money and
a rational spending!



"I promise to wait for you, George—can get busy with that hair restorer!"



Emancipation

The biggest population
groups in each are in
our cities—each in its own
Racism and this puts the
chance they fear for the
which is First Nation.



"You going back to mother
—is the game over?"



"That's her wife—she misses all friends who for help"



For the first time in his
life called upon to make
the supreme sacrifice
for the good of the
country.



"I don't seem to be able to contact your wife
brother, mother—possibly he's out to lunch?"



It's just after the war
and I just found out
that I was married to the
same woman for the
first time in my life.
The paper says
that the paper says
that the paper says



"Watch out for that one with the warts—he's perfect!"



in the lightweight class

Some like it hot and some like it in the red-ropes like the Martini' drinker who was shown, and obviously he likes it. The impression is delightfully cool up here in the shade, which we hope accounts for the frosty glances from the gossamer in uniform at the table yesterday. Or perhaps the Martini man's Harlow Blue waistcoat with blue and grey stripes is the coolest thing in the picture. If it both of a summer fabric, the frothy greenish color of which was regarded by the brilliant blue ladies at Nassau. His shirt's made of barely warm, modern and fresh blue checked in all. This season's hot look is not overexposed, and even his brown trousers show are of lightweight construction, which probably accounts for the guy from London as he... "But, really, if that Martini man on the roof looks so cool, why is his face so red?" "Hot up, Bessie!"

(The women in grey at the picture) and couple with artificial smiles in Eugene Delacroix (left) by Museum Art, 27-28)



"You might at least have kept The Sun from getting soaked!"

Of course she should show a bit more sympathy for her husband's bedraggled plight. But her interest in The New York Sun is easy to understand.

Just open your eyes to the latest facts about New York newspaper readership. They're shown in the L. H. Clark studies on reader interest and are among the most significant ever turned up on this important subject.

These findings reveal the intensity with which every section in The New York Sun—news, special features, ads—is read.

They make indisputably clear the reason why The Sun has long been so profitable for advertising.

It's essential to keep up-to-date on the world's richest market. Be sure to see the full details of these important studies that prove The Sun to be

one of the best read metropolitan dailies in America.

You'll be amazed at the difference this readership makes in the number of people who see the advertisements!

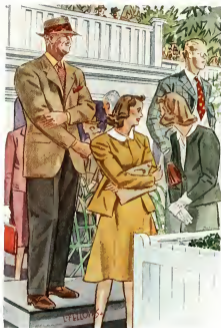
★ ★ ★

WE DID NOT EMPLOY L. H. Clark to make these studies. The results of Clark's 3-year continuing research on intensity of readership among metropolitan newspapers, are regularly syndicated in leading advertisements and agencies. In New York, The Sun's leadership in reader interest among standard class, weekly-day newspapers, goes now point to the fact that for 36 years The Sun has led all such papers in department store advertising.

The Sun
NEW YORK

Represented in Chicago, Detroit, San Francisco and Los Angeles by Williams, Lawrence & Co. Company

TO GET IT READ—PUT IT IN THE NEW YORK SUN



we cover the fashion front

What a pair of magpies! These two young ladies' met the girls first since the first shakedown... Well, I need not write that before I blow and order my departure... because... don't see exactly who runs a pig of eggs, but that old duck in the Fleet Police took you looks like the real operator! He'd like ought to look... if he'll stand there from like a dead dog for a minute I'll make a crack at the cops, too... a natural sound base jacket in a housewife's skirt... how recent thank shucks... and what happens next on... not finished hands looked... how remains call about, find them... don't hold 'em, now for the night... Well, about the police to see John too?... Police me, sir, but would you be kind enough to hold them yourself?... (This a guinea at those two little birds)... Police! Thank you, sir. Now may I have the names from left to right?

After scenes in our three previous, and original, and original sketches in *Harold's Picture Book* (1941) *Harold's Book*, 26, 27.



cut from the crew

"... and aren't you two jolly broad because you were broad of the first strong crew?" That came from the only quarrel, but the main thing is that a few mainly horses in the ship's head do the first's strongest accident these top women and put them in dry dock. Our guinea are more broad, as well give the top under strength. After his own strength jacket that will rock by him through the summer room, and after his grey broad duck which cut him up killing with all indignity. And again the old broad and red broad hand looked for a money touch! The character with the old eyes looks one of these broad broad, round eyes "round under" but which blow into complete this spring. The broad jacket something like R.O.T.C. without duck, and those "high yells" and round necks as far as broad as my life. Well, thanks for the broad duck, here... but to it you as I see you in your shirt and back of you in the same boat.

After scenes in our three previous, and original, and original sketches in *Harold's Picture Book* (1941) *Harold's Book*, 26, 27.

PIONEER GIFTS for A Blue Ribbon Dad

This year make Father's Day as happy as the blue ribbon. Give him a present which means more to him than any other. Give him a gift which will make him feel like a champion. Give him a gift which will make him feel like a winner. Give him a gift which will make him feel like a champion. Give him a gift which will make him feel like a winner. Give him a gift which will make him feel like a champion. Give him a gift which will make him feel like a winner.



PIONEER
Since 1877 makers of fine accessories
FOR MEN WHO CARE WHAT THEY WEAR

The Enquire Sports Poll

Continued from page 81

representatives for both quail and wild turkey. These birds are to be given both physical and mental education. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

One of the difficulties of hunting was stressed by Nick Brown who commented:

During a 100-mile run of 100 miles, you are not only to be given both physical and mental education. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

STUDYING

As an evidence of a kind of hope in the military service, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

For the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

Of the birds, the study of the birds is being given to the birds. It is hoped that the birds will be able to win when they are not much, but are actually enjoying a time for study.

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

Three are better than One



IT'S A LAW --- And No Advertiser Can Get Around It

THERE is a law regarding newspaper circulation and in relation to profitable advertising. It is a law of human behavior, of human habit.

If the advertiser conforms to the law it will protect him and help him. If he does not he pays a penalty—in cash form.

We refer to the law of Audience-Per-Copy.

Audience-Per-Copy means exactly what it says: the number of people who read a single copy of a newspaper. It is one reader per copy—or two—or three—or more? That is the fundamental question. It has always been the fundamental question, whether recognized or not.

The Chicago Daily News is a maximum audience medium for the advertiser. As a home publication The Daily News averages three readers for each copy. It reaches the family

in reading units as measured with the one-reader-per-copy type of medium.

Moreover, The Daily News reaches its home readers—1,750,000 readers, intelligent readers—with the means to make an advertiser's message heard. These readers who see the pages intently and thoughtfully in the best reading environment.

In 1931 The Chicago Daily News published MORE General Display Advertising than any other paper in the United States, morning, evening or Sunday. The advertiser who made this outstanding record received a commanding media value, giving them quick and maximum sales results.

They did not pay for wasteful duplication. They got maximum results for minimum cost—because three readers per copy are better than one.

Reported by Radio Research, Super-Group method

AUDIENCE-PER-COPY—that's what counts!

THE CHICAGO DAILY NEWS

The Newspaper of First Importance
In the Important Chicago Market

DAILY NEWS PLAZA, 300 West Madison Street, CHICAGO
DETROIT OFFICE: 7339 General Motors Building

NEW YORK OFFICE: 5 Rockefeller Plaza
SAN FRANCISCO OFFICE: 4000 Market Street

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

The public...
The public...
The public...
The public...
The public...

Mr. Beasley's Caller

(Continued from page 41)

night stuck in the window when I got those clothes out—Pret the chauffeur turned red and looked Well, I also wasn't one of Beasley's maids who was able to tell Mr. Beasley about her teeth I think she puts her quon for mouth and Fred you had better explain, do Mr. Beasley just said yesterday I saw it. Then you will tell Mrs. Beasley tomorrow on the girl. Why are you so nervous and agitated?" said Silvia I said I would not if he did not want me to tell Mrs. Beasley and Fred's by should you think I want your?

So Silvia laughed and said Why I have been waiting when you do in this house for a long long time and I have seen him, I have seen him with his two women and the other one is fat and old and you are so pretty but handsome and I thought if he liked me I would come and live with him too

Well that's telling her said Mr. Beasley and Mrs. Jones said I have my own business to running persons in party wonderful. When Mrs. Beasley told straight into a situation, she said Well, Mrs. Jones to a man of experience and then she murmured Fred Beasley you get that woman out of here so I am handsome and I will have you again

Oh a ring said Silvia in a sort of excited tones and to everybody's surprise including Mrs. Beasley's she stopped and Silvia took her and pulled her towards to the front's corner and said Look!

Well I don't suppose Mrs. Beasley had ever seen herself having a moment before and she got looked for a minute and then she began to cry. Mr. Beasley said her name Fred this thing is going too far. You hope it is don't you said

Silvia and when Mr. Beasley said Why what do you mean? she said Why you saw her in some way with you don't you? Why I—I—answered Mr. Beasley but Mr. Beasley and O you poor girl a sick story

Well said Silvia proudly. Then she said I think I had better get rid of them clothes before they make trouble for anyone else. And she looked off her slippers and with a quick movement dropped off the one she wore and pulled the finger down the side of her dress. The woman was pretending to look at the ring so they didn't see but Mrs. Beasley gave a cry and rushed Mr. Beasley and rushed him around but he could not see in the mirror. He saw Silvia step out of the maid's uniform and think a smile at Mr. Beasley as she ran to the door. And then she was gone.

So then Mr. Beasley and the woman said Mr. Beasley first and then Mr. Beasley without saying anything said long painful act to try on the little ring of choice. And after a while Mrs. Beasley looked up and said Fred's appearance. She do not look as bad as me even when you are not said Mr. Beasley. Fred said. Well you know girl! he Mr. Beasley looked and then he said. Well—you remember that look and hat? The little red hat? said Mrs. Beasley and then she said Oh I see—I You said Mr. Beasley it was something like that. Oh how terrible! whispered Mrs. Beasley. Well I don't know said Mr. Beasley cheerfully. And then he said Go wash your face And when she had gone upstairs he pulled up the curtains and looked them to Mr. Beasley. *



Spicy memories, she could not but release pictures and the old letters and other things, are marked with the first picture and film. The first scene is given back and Photographs in 1932, p. 1.

Un-Ordinary!

Made of superb materials that stronger cigarettes simply come ahead.

Marlboro
American Smoking Cigarettes

100 CIGARETTES
MARLBORO
CIGARETTES
MADE IN U.S.A.

IVORY TIPS—PLAIN ENDS—SMOOTH TIPS (142)



GIVE HIM... A STAHLY LIVE-BLADE RAZOR



For a Youth-Smooth
Day-Lasting Shave

Here's the one you've been looking for! This is the one of shaving that combines the advantages of all other razors and adds a startling advantage of its own. A brand new razor that gives you a clean, close, perfect shave—everyday!—right from day one! All the advantages of a wet shave, the convenience of a hand blade that you can use anywhere, freedom from soap, lather, pulling or burning. All that, plus the saving returns of a good machine. *Do you still say "No?"*

LIVE-BLADE... 3000
SHAVING STROKES PER MINUTE

Now believe it or not, the Stahly Live-Blade razor is the only razor in the world that has a built-in safety razor. It's the only razor that has a built-in safety razor. It's the only razor that has a built-in safety razor. It's the only razor that has a built-in safety razor.

NOT ELECTRIC
SHAVE WET • CLEAN

Over your head, the Stahly razor is a simple, easy-to-use razor. It's a simple, easy-to-use razor. It's a simple, easy-to-use razor. It's a simple, easy-to-use razor.

STAHLY
LIVE-BLADE
RAZOR

READY FOR DELIVERY NOW

Do you want the famous Stahly razor? It's the only razor in the world that has a built-in safety razor. It's the only razor in the world that has a built-in safety razor. It's the only razor in the world that has a built-in safety razor.

\$17.50

ORDER YOURS TODAY!

STAHLY, LAFAYETTE, IND.
Do you want the famous Stahly razor? It's the only razor in the world that has a built-in safety razor. It's the only razor in the world that has a built-in safety razor. It's the only razor in the world that has a built-in safety razor.

Do you want the famous Stahly razor? It's the only razor in the world that has a built-in safety razor. It's the only razor in the world that has a built-in safety razor. It's the only razor in the world that has a built-in safety razor.

Do you want the famous Stahly razor? It's the only razor in the world that has a built-in safety razor. It's the only razor in the world that has a built-in safety razor. It's the only razor in the world that has a built-in safety razor.

Do you want the famous Stahly razor? It's the only razor in the world that has a built-in safety razor. It's the only razor in the world that has a built-in safety razor. It's the only razor in the world that has a built-in safety razor.

Ambassador From Arizon

Continued from page 10-107

initiated 180 men to adults and the remainder to military or other jobs in the United States. He had a long career in the United States Army, and he was a member of the United States Army. He was a member of the United States Army. He was a member of the United States Army.

Another major "scandal" in the United States was the scandal of the United States Army. The United States Army was a member of the United States Army. The United States Army was a member of the United States Army. The United States Army was a member of the United States Army.

In Washington, Senator McCarthy's term was not without controversy. He was a member of the United States Senate. He was a member of the United States Senate. He was a member of the United States Senate.

He was a member of the United States Senate. He was a member of the United States Senate. He was a member of the United States Senate. He was a member of the United States Senate.

He was a member of the United States Senate. He was a member of the United States Senate. He was a member of the United States Senate. He was a member of the United States Senate.

He was a member of the United States Senate. He was a member of the United States Senate. He was a member of the United States Senate. He was a member of the United States Senate.



Thinking over his job for his and for his line about when people are in a position. California service of "Jack Adams."

For 1942
the watchword is...

365



Right now our New Special Father's Day Subscription Rate goes into effect... from now until July 15th you can give yourself a year's subscription to Esquire... for just \$3.65!

Higher subscription rates show you that there's only a penny price hike, but it guarantees you a constant stream of the best material in the world. Esquire is a newsmagazine, a magazine of solid, reliable entertainment. And now our regular subscription rate is \$5 a year, the \$5.65 watchword is well worth watching!

So simple, too, just use the handy order form opposite this page to send in your new subscription, or Esquire's special Father's Day \$4.65 rate of a year's order.

In 1937 we first started our newsmagazine to make Father's Day, the nation's only holiday exclusively for men, an occasion for all men to celebrate. And it turned out to be a Big Day—when parts-moving plants all put off.

That year we're staying our own mobile campaign to make every day a day for you. And so for 1942, 365 is the watchword!

We're for 365 each day every year—365 days when you can get your pay just in time with a deep-down hearty laugh—when any pay can catch the gleam and make down to a double sum of good cheer. With Esquire's new increased Subscriptions, we'll all get to give a lot more—with both hands. For \$5.65.

Remember... every man needs refinement this year. Give him entertainment with Esquire. It's a gift to delight the most picky of fathers on his Day of Days, June 21st. And let us know and we'll surprise him with a special gift announcement card with your name on it. And the Father's Day issue as a specially designed package. They'll both be just before the Day, with no further to you.

Approved Service Notice. A subscription to Esquire is a contract for men in the service. An expression of the fact that you're "keep on smiling." We'll send a specially prepared card to announce your Service gift and if the publisher receives your gift receipt a month or more, we'll send you a special gift. We'll send you a special gift. We'll send you a special gift.

Esquire

NOW DOWN TO POPULAR PRICES

You're smart to smoke
VICEROY



THE TRUER TIP IS BATTING FOR YOU
It takes nearly 40 years to make
These tobacco flavors are distilled
From tobacco leaves as bright and
Red as the life you save your life

Save your cigarette money—at least until August

Now, but due to rising costs and the increasing scarcity of a winning brand, we can't offer you cigarette as our value money as we have in the past few months. But watch for a special surprise in this August Victory issue of *Entire!*

Light on your FEET in
Mark Twain
SHOES



Now more than ever before, Mark Twain shoes are the perfect choice for the discerning man who knows that his feet are his most valuable assets.

MOORE & ROGERS Shoes, Incorporated One Six, Inc. NEW YORK



The Place Where Good Sailors Go

Continued from page 20

Good ship, and history after it lived happily with its readers and at the same time had a good story and a good ending. When the *Chase* finally sailed, which was not until the morning of the 10th, the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

and that when the reader's got around the ship, he was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

Meanwhile, John Macdonald, for example, described Mather's "Chase" as a ship that was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.

The ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship. When the ship was not only a good ship, but it was a good ship.



We went to the back of the book to find out how to get the most out of our money. We went to the back of the book to find out how to get the most out of our money. We went to the back of the book to find out how to get the most out of our money.

DISNEY • hot makers
IN AN EYE-OPENING NEW YORK CITY

"D" stands for DISCRIMINATING

...and "discriminating" describes the host who serves



Don't pass a good one...
...and more to the delight of a Cuban Libre. Don Q, the most delicious of all drinks, made deliciously different with Don Q Rum, the light, bold, masculine, new born, elegant Puerto Rican. For cocktails, use White 151, for soft drinks, use 151.

IMPORTED BY: B&W IMPORTERS, INC. NEW YORK, N.Y.

"Let'er Ride!"

**RODEO OR RANGE—
TOP-HANDS AGREE: "THERE'S
NOTHING LIKE A
CAMEL"**



GRAND CHAMPION ALL-ROUND COWBOY

FRITZ TRUAN also has a Saddle Bronc title to his credit. Cheyenne... Pendleton... wherever the riding is the roughest... you'll find Fritz in action—either on a sun-fishing saddler (right) or enjoying a Camel as above.

"Yes, mildness counts plenty in my game," says Fritz. "And Camels are extra mild. I've smoked 'em for 10 years." Yes, Fritz, Camels are milder. There's less nicotine in the smoke (see below).



"AFTER A REAL TOUGH RIDE, believe me, nothing hits the spot like a Camel."

says Steer-Riding Champion Gene Rambo (below). "That full, rich flavor is great—and no matter how much I smoke, Camels always taste swell. What's more, the extra smoking in Camels is mighty welcome economy."



"LESS NICOTINE in the smoke makes good horse sense to me," explains Bareback Bronc ace **HANK MILLS** (above). "Camels have the mildness that counts. They've got the flavor, too. I like Camels!" Everywhere you go, it's the same—for extra mildness, coolness, and flavor, *there's nothing like a Camel*—America's favorite.



The *smoke* of slower-burning Camels contains

28% LESS NICOTINE

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of *the smoke itself*!

Camel

**THE CIGARETTE OF
COSTLIER TOBACCOS**



BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking *plus* equal, on the average, to

**5 EXTRA
SMOKES
PER PACK!**

B. J. Harwood Tobacco Co.,
Memphis, Tenn., U.S.A.